



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 569246 /		<u>Alt Order #</u> 9796727
<u>Product</u> DCCC		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 11/14/1193
<u>Advertiser</u> Democratic Congressional Campaign Commi		<u>Original Date / Revision</u> 08/17/12 / 08/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8217	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Great American Media**  
**1010 Wisconsin Ave NW**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	10/23/12	10/29/12	M-F 5a-530a	5a-530a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$250.00			
N 2	13	10/23/12	10/29/12	M-F 530a-6a	530a-6a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$350.00			
N 3	13	10/23/12	10/29/12	M-F 6a-7a	6a-7a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$375.00			
N 4	13	10/23/12	10/28/12	Sa 7a-8a	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$400.00			
N 5	13	10/23/12	10/28/12	Su 7a-8a	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$400.00			
N 6	13	10/23/12	10/29/12	M-F 7a-8a	7a-8a		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$475.00			
N 7	13	10/23/12	10/28/12	Sa 8a-9a	8a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$500.00			
N 8	13	10/23/12	10/28/12	Su 8a-9a	8a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$500.00			
N 9	13	10/23/12	10/29/12	M-F 8a-9a	8a-9a		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$400.00			
N 10	13	10/23/12	10/28/12	FOX News Sunday	9a-10a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$200.00			
N 11	13	10/23/12	10/29/12	M-F 9a-10a	9a-10a		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				4	\$250.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

<u>Contract / Revision</u> 569246 /		<u>Alt Order #</u> 9796727
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> DCCC	<u>Estimate #</u> 11/14/1193
<u>Advertiser</u> Democratic Congression:		<u>Original Date / Revision</u> 08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 12	13	10/23/12	10/29/12	M-F 10a-11a	10a-11a		:30			NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 2 \$200.00												
N 13	13	10/23/12	10/29/12	M-F 12p-1230p	12p-1230p		:30			NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 2 \$250.00												
N 14	13	10/23/12	10/29/12	M-F 2p-230p	2p-230p		:30			NM	2	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 2 \$100.00												
N 15	13	10/23/12	10/29/12	M-F 3p-330p	3p-330p		:30			NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 2 \$250.00												
N 16	13	10/23/12	10/29/12	M-F 330p-4p	330p-4p		:30			NM	3	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 3 \$250.00												
N 17	13	10/23/12	10/29/12	M-F 5p-530p	5p-530p		:30			NM	1	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 1 \$550.00												
N 18	13	10/23/12	10/28/12	Sa 5p-530p	5p-530p		:30			NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 -----S- 1 \$400.00												
N 19	13	10/23/12	10/28/12	Su 5p-530p	5p-530p		:30			NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 -----S 1 \$450.00												
N 20	13	10/23/12	10/29/12	M-F 530p-6p	530p-6p		:30			NM	1	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 1 \$550.00												
N 21	13	10/23/12	10/28/12	FOX X Factor Wednesday	7-9p		:30			NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 --W---- 2 \$2,000.00												
N 22	13	10/23/12	10/28/12	FOX X Factor Thursday	658-9p		:30			NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 ---T--- 2 \$2,000.00												
N 23	13	10/23/12	10/29/12	M-F 9p-930p	9p-930p		:30			NM	3	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 3 \$1,200.00												
N 24	13	10/23/12	10/28/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 -----S- 1 \$900.00												
N 25	13	10/23/12	10/28/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/22/12 10/28/12 -----S 1 \$1,000.00												
N 26	13	10/23/12	10/29/12	M-F 930p-1005p	930p-1005p		:30			NM	3	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 3 \$1,100.00												
N 27	13	10/23/12	10/29/12	M-F 1005p-1035p	1005p-1035p		:30			NM	3	\$1,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week: 10/23/12 10/29/12 MTWTF-- 3 \$450.00												
N 28	13	10/23/12	10/28/12	Sa 1005p-1035p	1005p-1035p		:30			NM	1	\$250.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KSTU  
5020 W. Amelia Earhart Dr.  
Salt Lake City, UT 84116  
(801)532-1300

<u>Contract / Revision</u> 569246 /		<u>Alt Order #</u> 9796727
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> DCCC	<u>Estimate #</u> 11/14/1193
<u>Advertiser</u> Democratic Congression:		<u>Original Date / Revision</u> 08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											<b>Totals</b>	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$250.00			
<b>Totals</b>											57	\$32,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	48	\$28,500.00	\$24,225.00
10/29/12 - 10/29/12	9	\$3,900.00	\$3,315.00
<b>Totals</b>	57	\$32,400.00	\$27,540.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Rep Order# 9796727 Ver# 1 Status New

Traffic Order#

Printed: 08/17/2012 8:34 AM  
Last Received: 08/16/2012 6:20 PM  
Showing Buylines: All Lines

1 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC  
Estimate# 1193  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1193  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-530A	GOOD DY UTAH5A	:30	\$250.00	10/23-10/29	2	1	2	\$500.00	
	2	TU-F,M	530A-6A	GOOD-UTAH5:30A	:30	\$350.00	10/23-10/29	2	1	2	\$700.00	
	3	TU-F,M	6A-7A	GOOD DY UTAH6A	:30	\$375.00	10/23-10/29	3	1	3	\$1,125.00	
	4	SA	7A-8A	GOOD DAY UT-SA	:30	\$400.00	10/27-10/27	1	1	1	\$400.00	
	5	SU	7A-8A	GOOD DAY UT-SU	:30	\$400.00	10/28-10/28	1	1	1	\$400.00	
	6	TU-F,M	7A-8A	GOOD DY UTAH7A	:30	\$475.00	10/23-10/29	5	1	5	\$2,375.00	
	7	SA	8A-9A	GOOD DAY UT-SA	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
	8	SU	8A-9A	GOOD DAY UT-SU	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	9	TU-F,M	8A-9A	GOOD DY UTAH8A	:30	\$400.00	10/23-10/29	5	1	5	\$2,000.00	
	10	SU	9A-10A	FOX NWS SUNDAY	:30	\$200.00	10/28-10/28	1	1	1	\$200.00	
	11	TU-F,M	9A-10A	LIVE WITH KELLY	:30	\$250.00	10/23-10/29	4	1	4	\$1,000.00	
	12	TU-F,M	10A-11A	DR. OZ R	:30	\$200.00	10/23-10/29	2	1	2	\$400.00	
	13	TU-F,M	12P-1230P	FOX13-LIVE@12	:30	\$250.00	10/23-10/29	2	1	2	\$500.00	

Rep Order# 9796727 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/17/2012 8:34 AM  
Last Received: 08/16/2012 6:20 PM  
Showing Buylines: All Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC  
Estimate# 1193  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1193  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	TU-F,M	2P-230P	JUDGE J BROWN	:30	\$100.00	10/23-10/29	2	1	2	\$200.00	
	15	TU-F,M	3P-330P	JUDGE JUDY	:30	\$250.00	10/23-10/29	2	1	2	\$500.00	
	16	TU-F,M	330P-4P	JUDGE JUDY R	:30	\$250.00	10/23-10/29	3	1	3	\$750.00	
	17	TU-F,M	5P-530P	FOX13-LIVE @ 5	:30	\$550.00	10/23-10/29	1	1	1	\$550.00	
	18	SA	5P-530P	FOX NEWS	:30	\$400.00	10/27-10/27	1	1	1	\$400.00	
	19	SU	5P-530P	FOX13-LIVE@5WK	:30	\$450.00	10/28-10/28	1	1	1	\$450.00	
	20	TU-F,M	530P-6P	FOX13-LIVE@530<	:30	\$550.00	10/23-10/29	1	1	1	\$550.00	
	21	W	7P-9P	X FACTOR	:30	\$2,000.00	10/24-10/24	2	1	2	\$4,000.00	
	22	TH	7P-8P	X FACTOR RESULTS	:30	\$2,000.00	10/25-10/25	2	1	2	\$4,000.00	
	23	TU-F,M	9P-930P	FOX NEWS AT 9	:30	\$1,200.00	10/23-10/29	3	1	3	\$3,600.00	
	24	SA	9P-10P	FOX NEWS	:30	\$900.00	10/27-10/27	1	1	1	\$900.00	
	25	SU	9P-10P	FOX NEWS AT 9	:30	\$1,000.00	10/28-10/28	1	1	1	\$1,000.00	
	26	TU-F,M	930P-10P	FOX NEWS AT 9	:30	\$1,100.00	10/23-10/29	3	1	3	\$3,300.00	
	27	TU-F,M	10P-1030P	SEINFELD	:30	\$450.00	10/23-10/29	3	1	3	\$1,350.00	
	28	SA	10P-1030P	SEIN FELD	:30	\$250.00	10/27-10/27	1	1	1	\$250.00	

Rep Order# 9796727 Ver# 1 Status New

Traffic Order#

Printed: 08/17/2012 8:34 AM  
Last Received: 08/16/2012 6:20 PM  
Showing Buylines: All Lines

3 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC  
Estimate# 1193  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1193  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

---REPORT TOTALS---

Report Totals: 57 / \$32,400.00

---SALES MONTHLY TOTALS---

Oct 12: 49 / \$27,900.00

Nov 12: 8 / \$4,500.00

Sales Totals: 57 / \$32,400.00

Station Totals: 57 / \$32,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$140,870

CABL	0%	KDLJ	1%	KJZZ	2%	KSL	27%	KSTU	23%
KTVX	19%	KUCW	2%	KUTV	26%	UNKB	0%	UNKN	0%

Books null  
Demos RA35+